

WEDNESDAY, MARCH 14, 1979

PART VII



DEPARTMENT OF
TRANSPORTATION

Office of the Secretary

Federal Highway
Administration

Urban Mass
Transportation
Administration

NATIONAL RIDESHARING
DEMONSTRATION
PROGRAM

Solicitation of Interest

[4910-22-M]

DEPARTMENT OF TRANSPORTATION

Office of the Secretary of Transportation
(OST), Federal Highway Administration
(FHWA), and Urban Mass Transportation
Administration (UMTA)

**NATIONAL RIDESHARING DEMONSTRATION
PROGRAM****Solicitation of Interest**

LEAD AGENCY: Federal Highway
Administration, DOT.

ACTION: Notice.

SUMMARY: The Federal Highway Administration in conjunction with the Office of the Secretary and the Urban Mass Transportation Administration issues this information notice for any parties that may be interested in participating in a ridesharing demonstration program. The program will build upon the information base derived from other ridesharing projects funded by UMTA and FHWA and will further test innovative approaches. Knowledge gained through this effort will be made available to State and local governments and other agencies to improve the general effectiveness of ridesharing programs.

**FOR FURTHER INFORMATION
CONTACT:**

Barbara Reichart, Chief, Ridesharing Branch, Office of Highway Planning, 202-426-0210; or Edward Mulaney, Attorney, Office of Chief Counsel, 202-426-0825.

INTRODUCTION

The United States consumes 7.37 million barrels of motor gasoline each day. Ridesharing, especially for the journey to and from work, is one effective way to conserve gasoline.

Recognition of ridesharing as an energy conservation measure dates back to World War II and today over 15 million Americans, about 21 percent of all who commute to work by vehicle, use some form of pooling as their principal travel mode. Over 70 percent of all work trips occur in metropolitan areas where congestion and environmental factors may make automobile operation especially inefficient and undesirable.

The energy savings at current pooling levels amount to approximately 3½ billion gallons of gasoline each year. Part of this savings can be attributed to the ridesharing programs developed by Federal, State, and local governments in response to the 1974 Emergency Highway Energy Conservation Act, as amended. An evaluation of a selection of ridesharing demonstration programs using Federal-aid highway and UMTA funds found that

effective ridesharing efforts need to involve more than promotion campaigns and pooler-matching services. Strong involvement by employers, neighborhood associations, or business communities seems to be a requisite for success, as are targeted matching and promotion efforts and an effective combination of incentives.

The U.S. Department of Transportation is interested in ascertaining the most effective ways to increase ridesharing, particularly in metropolitan areas and, through its authority to use funds available to the Department and its modal agencies for research purposes, has established a Ridesharing Demonstration Program. It will build on the information developed to date in related ongoing demonstrations in the UMTA Service and Methods Demonstration Program (SMD). The objective of this 2-year demonstration program is to gain broader application of the positive ridesharing techniques developed by previous FHWA, UMTA, or independent efforts, and to implement and evaluate different combinations of techniques and innovative approaches. Innovative approaches may include, but should not be limited to, such activities as preferential parking programs, priority high occupancy vehicle (HOV) facilities, brokering of ridesharing services, subscription commuter buspools, variable work hour programs, and pricing of facilities so as to encourage ridesharing.

It is anticipated that the 2-year program will fund up to 10 demonstration projects, representative of various geographic areas and population sizes (e.g., small areas (100,000), midsize areas (150,000), and large areas (+1,000,000)). Preference will be given to areas with critical mobile source pollution problems, as identified on the Environmental Protection Agency list of nonattainment areas.

ELIGIBLE PARTICIPANT

Any public agency with authority to administer ridesharing projects involving the expenditure of Federal-aid highway funds and/or Urban Mass Transportation transit assistance funds is invited to express its interest in the program.

FINANCING AND ELIGIBLE EXPENDITURES

The program will provide a financial incentive to State and local agencies to explore comprehensive approaches or new techniques to increase the percentage of ridesharing among local commuters. Project sponsors will be required to commit Federal-aid transportation funds (apportioned Federal-aid Urban, Primary, and Secondary System funds or apportioned UMTA Section 5 funds) to the proposed project. For every \$2 (i.e., a combination of Federal-aid funds and the required

local match) committed by the interested party to the project, \$1 in special Federal demonstration funds will be added. The special Federal demonstration funds are anticipated not to exceed \$250,000 per project, depending upon urban area population size and demonstration potential.

All project-related activities eligible for Federal-aid funding under the Federal-aid carpool and vanpool programs are eligible expenses under the demonstration program. It is anticipated that the project sponsor shall use its committed Federal-aid funds for the project items normally eligible under existing funding categories and that significant portion of the demonstration funds being requested will be used in the development of a comprehensive ridesharing program, including marketing and appropriate incentives and project monitoring and data collection activities.

EVALUATION

The evaluation of demonstration projects will be a cooperative and coordinated effort involving the U.S. Department of Transportation and the interested parties. The Transportation Systems Center (TSC), a research and development organization within the U.S. Department of Transportation will have responsibility for the evaluation, including the planning and technical direction of individual demonstration evaluations and comparative studies based on findings from the individual evaluations. The evaluation approach used will be similar to the now used by the SMD program; data collection will be performed by the party in accordance with an evaluation plan prepared by TSC and adapted in consultation with parties to meet the needs of individual projects. The interested parties should prepare a data collection budget based upon their perception of the effort required. This will be modified during project development based upon available evaluation resources, the scope of the individual project, and the needs of the party and the U.S. Department of Transportation.

SELECTION CRITERIA

The following criteria, not necessarily in order of importance, will be used to determine which of the interested parties will be invited to participate in the program:

(a) Innovative features regarding marketing, incentives, financing, regulations, insurance, matching, management, and other aspects that have the potential to increase the level of ridesharing activity nationally as well as locally.

(b) Extent and effectiveness of previous and current ridesharing activities

including comprehensiveness of area coverage and public needs met.

(c) Past and projected commitment of financial resources, particularly Federal-aid Urban and/or Primary System funds, to implement ridesharing programs and incentives.

(d) Commitment of personnel from local agencies such as ridesharing offices, traffic and planning departments, transit operators, and employers, to participate in the implementation of a comprehensive ridesharing program.

(e) Degree of management capability to develop and adequately evaluate a comprehensive ridesharing program.

(f) Level of anticipated increase in number of ridesharers per dollar of public funds spent.

(g) Endorsement and willingness of State and local officials to cooperate in the development and implementation of a comprehensive ridesharing program.

(h) Degree of community involvement and support from public officials, public and private bus operators, employers and other relevant groups as evidenced by letters of endorsement.

To the extent possible, projects will be selected to meet the geographic, population sizes, and air quality features discussed above.

CONTENTS OF LETTERS OF INTEREST

Letters of interest should not exceed 20 pages and should include, in the following order:

(a) A concise statement of the proposed project goals and objectives. Goals should be quantified to the extent possible. For large urban areas the project may encompass only a segment of the urban area.

(b) A narrative description of the activities to be carried out during the project. The narrative should state how the project will build on previous activities, what approaches will be used to match potential poolers, incentives to be developed for pooling, involvement of employers or groups of employers or employees, involvement of public and private bus operators in forming buspools, and identification of legal, regulatory, or institutional barriers to the formation of carpools, vanpools, and buspools.

(c) A statement of previous and current ride-sharing activities, specifically identifying annual financial level of effort and funding sources, size of staff, number of requested matches, number of carpools/vanpools formed, evaluation results, marketing and promotional activities, and legal or regulatory actions taken to encourage ride-sharing.

(d) Summary of proposed project costs and breakdown of funding sources. Each budget line item should

be justified in a short narrative following the summary. The budget sheet should clearly differentiate between the funds (Federal and local) to be committed by the party and the special Federal demonstration funds being requested. A sample budget format follows below identifying categories to be used.

(e) A short description of the area and a map (folded to 8½" x 11" size) should be included. To the extent possible, major employment concentrations should be identified on the map by type and number of employees.

(f) A copy of the following information should be included:

(1) A resolution by the governing body of the party authorizing submission of the letter of interest.

(2) Identification of the urbanized area and endorsement of the proposed project by the metropolitan planning organization (MPO).

(3) Where the MPO is not the areawide A-95 clearinghouse agency, a record of A-95 review.

(g) Letters of endorsement from public and private organizations should be included as an attachment and will not be considered part of the letter of interest. No other attachments should be included.

NATIONAL RIDESHARING DEMONSTRATION PROGRAM SAMPLE SUMMARY BUDGET SHEET

1. Employee salaries professional.....	\$
2. Employee salaries clerical
3. Employee benefits
4. Travel
5. Computer expenses.....
6. Marketing
7. Consultant contracts
8. Other contracts (specify).....
9. Data collection.....
10. Vehicle purchase or lease
11. Other project costs (specify).....
12. Contingencies.....
Total	\$

BUDGET SUMMARY

Federal-aid funds	\$
Local match
National Demonstration Funds.....
Total	\$

INTERESTED PARTIES RESPONSIBILITIES

Nine copies of the letter of interest should be sent to the State transportation agency if the interested party is other than the State transportation agency, with a certification that the proposed project, if preliminarily selected for funding will be included in the Transportation Improvement Program for the local area and the State 105 program. Eight copies of all letters of interest should be forwarded by the State transportation agency to the Federal Highway Administration division office. If selected for funding consideration, the project sponsor must plan, implement, collect data, and document project activities under agreement with the State transportation agency and the Federal Highway Administration, and participate in ride-

sharing workshops with other project sponsors and agency representatives.

TIME SCHEDULE

Letters of interest should be submitted to the State transportation agency no later than May 14, 1979. They will then be forwarded through Federal Highway Administration division offices in each State to the Department of Transportation in Washington, D.C.

Preliminary selection of the projects from the letters of interest will be made by FHWA, UMTA, and OST. The announcement of preliminarily selected demonstration projects will be made as soon thereafter as possible.

Issued on March 6, 1979.

RICHARD S. PAGE,
Urban Mass Transportation
Administrator.

KARL S. BOWERS,
Federal Highway Administrator.

JOHN J. FEARNSIDES,
Deputy Under Secretary.

APPENDIX

As the following bibliography illustrates, a substantial amount of work has been done in various aspects of ridesharing. The publications listed may provide information to those interested in participating in the cities demonstration program. The reports are available through Transportation System Center (TSC), National Technical Information Service (NTIS), Government Printing Office, the Federal Highway Administration or other source, as identified for each entry.

RIDESHARING BIBLIOGRAPHY

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2. Cambridge Systematics, Inc., *The Minneapolis Ridesharing Commuter Services Demonstration: Interim Report*, prepared for the Transportation Systems Center, draft, October, 1978. Available from TSC, Code 243.

3. Cambridge Systematics, Inc., *Vanpool Research State-of-the-Art Review*, prepared for the Transportation Systems Center, draft, August, 1978. Available from TSC, Code 243.

4. Davis, Frank W., and David A. Burkhalter, "Vanpooling Institutional Barriers," prepared for U.S. Department of Energy, December 31, 1977. Available from Lew Pratsch, Department of Energy, Office of Transportation Programs, Room 3214, 20 Massachusetts Avenue N.W., Washington, D.C. 20545.

5. Federal Energy Administration *Economic Feasibility of Independent Vanpool Operations*, Report FEA/D-99/014, September, 1976. Available from NTIS, PB 266 577/6; cost \$8.00.

6. Federal Energy Administration, *Carpool Incentives: Analysis of Transportation and Energy Impacts*, prepared by Cambridge Systematics, Inc., June, 1976. Available from NTIS, PB 263 969/8WT; cost \$9.00.

7. Federal Energy Administration, *Carpool Incentives: Evaluation of Operational Experience*, Conservation Paper Number 44, pre-

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8. Grey Advertising, *Vanpool Demonstration Project*, Final Report, prepared for the Federal Energy Administration, February, 1977. Available from Lew Pratsch, Department of Energy, Office of Transportation Programs, Room 3214, 20 Massachusetts Avenue N.W., Washington, D.C. 20545.

9. Heaton, Carla, et al. *Comparison of Organizational and Operational Aspects of Four Vanpool Demonstration Projects*, Staff Study SS-24-U.3-167, Transportation Systems Center, January 1979. Available from TSC Code 243.

10. Jacobson, James Oscar, *Employer Vanpool Programs: Factors in Their Success or Failure*, Research Report No. 77-2, Urban Transportation Program, University of Washington (Seattle), June, 1977. Available from NTIS, PB 276 955/2WT; cost \$6.00.

11. Johnson, Chris et al. *Ridesharing and Park and Ride: An Assessment of Past Experiences and Planning Methods for the Future*, University of Illinois at Chicago Circle, 1977.

Available from NTIS

Volume I—Carpool Planning Manual, PB 282 408/4WT; cost \$8.00.

Volume II—Vanpool Planning Manual, PB 282 409/2WT; cost \$7.25.

Volume III—Park and Ride Planning Manual, PB 282 410/0WT; cost \$5.25.

Volume IV—A Service Area Identification Methodology, PB 282 411/8WT; cost \$6.00.

Set of 4 volumes—PB 282 707.

12. Margolin, Joseph B., and Marion R. Misch, *Incentives and Disincentives For Ridesharing: A Behavioral Study*, prepared for the Federal Highway Administration, 1978. Available from: U.S. Government Printing Office, #050 003 00327 1.

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14. ———, *An Analysis of Commuter Van Experience*, February, 1976. Available from NTIS, PB 252 302.

15. Pratsch, Lew, Ruby Starling, and Robert Gray, *Vanpooling * * * An Update*, U.S. Department of Energy, U.S. Environmental Protection Agency, March, 1978. Available from: NTIS, DOT/CS-0031; cost \$3.00 (microfiche only).

16. Regional Planning Council, *Vanpooling: A New Low Capital Alternative*, Techni-

cal Memorandum TS 29, November, 1975. Available from Maryland Department of Transportation, Box 8755, Baltimore, Maryland 21240.

17. SRI International, *Evaluation of the Federal Energy Administration Vanpool Marketing and Implementation Program*, final report prepared for the U.S. Department of Energy, April, 1978. Available from U.S. Government Printing Office #061-000-00059-3.

18. Alan M. Voorhees & Associates, Inc., and Skidmore, Owings & Merrill, *Vanpool Implementation Handbook*, prepared as part of a "Vanpool Workshop Kit" prepared for the Federal Energy Administration, Contract No. CR-04-60623, February, 1977 (out of print).

19. U.S. Department of Transportation, *Carpool Incentives and Opportunities*, report of the Secretary of Transportation to the United States Congress Pursuant to Section 3(e), Public Law 93-239, Emergency Highway Energy Conservation Act, February, 1975. Available from FHWA, Ridesharing Branch, HHP-33, 400 Seventh Street S.W., Washington, D.C. 20590.

20. Voorhees, Alan M. & Associates and Skidmore, Owings & Merrill, *Ridesharing Program Evaluation Report*, prepared for the Massachusetts Department of Public Works and the Executive Office of Transportation and Construction, February, 1978. Available from the Executive Office of Transportation and Construction, 1 Ashburton Place, Boston, Massachusetts 01208, no cost.

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Transportation Systems Center (TSC), Kendall Square, Cambridge, Massachusetts 02142.

National Technical Information Service (NTIS), 5285 Port Royal Road, Springfield, Virginia 22161.

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